5/27/87 A3350-1

AHAM

NEWS RELEASE

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

Contact: Marian Stamos
312/984-5816

RECORD APRIL

FOR MAJOR HOME APPLIANCES

CHICAGO -- The major appliance industry shipped over 4.1 million units in April, establishing a new record for the month, reports the Association of Home Appliance Manufacturers (AHAM).

The record April shipments, the third-largest monthly shipment on record, increased by 10.2% over the previous April record set last year.

The Association issued a further statement concerning these latest statistics. Comparison of April figures to one year earlier are skewed downward somewhat because shipments during the first three days of April were counted by some companies as first-quarter business activity. This deflated April's figures to an unknown degree.

All products except food preservation equipment, which was down 3.1%, contributed to the excellent April, with several showing particular strength.

The continued popularity of microwave ovens (1.1 million units) accounted for half of April's shipment gain. While microwave oven shipments were up 21.8% over the same period one year earlier, their explosive growth is not expected to continue. According to industry estimates, the percentage of U.S. households owning a microwave oven is approaching two-thirds and will increase to nearly three-fourths by year-end.

(MORE)

Home comfort equipment accounted for nearly 30% of April's shipment gain. Compared to the previous April, total shipments of room air conditioners (542,400 units) and dehumidifiers (125,200 units) increased by 20.2%.

Two kitchen cleanup products also made significant monthly gains. Disposers (351,600 units) were up 17%, and compactors (17,300 units), up 15.3%. Dishwasher shipments, however, were flat compared to last year.

Year-to-date shipments (15.7 million units) increased by 12.2%, surpassing the same period last year -- the industry's record year -- by over 1.7 million units.

Year-to-date figures are exceeding industry expectations for 1987 shipments, which, according to the latest industry forecast, are expected to show a fractional increase over the 1986 record of 45.1 million units.

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS, THOUSANDS OF UNITS
(Domestic Plus Export)
April, 1987

	APRIL			CALENDAR YEAR TO DATE		
	1987	1986	% Change	1987	1986	% Change
ALL MAJOR APPLIANCES*	4,138.7	3,756.7	10.2%	15,741.4	14,024.5	12.2%
COOKING - TOTAL	1,338.6	1,129.6	18.5%	5,166.1	4,706.8	9.8%
ELECTRIC RANGES - TOTAL	281.2	265.6	5.9%	1,068.8	1,025.9	4.1%
Free Standing	228.4	218.2	4.7%	876.7	838.8	4.5%
Built-In	52.8	47.4	11.4%	212.1	187.1	13.4%
MICROWAVE OVENS/RANGES**	1,071.1	879.3	21.8%	4,133.4	3,740.7	10.5%
HOME LAUNDRY - TOTAL	798.5	771.5	3.5%	3,453.8	3,066.7	12.6%
AUTOMATIC WASHERS	460.8	446.2	3.3%	1,924.9	1,742.4	10.5%
DRYERS - TOTAL	337.7	325.4	3.8%	1,528.9	1,324.3	15.4%
Electric	264.2	257.3	2.7%	1,191.1	1,036.5	14.9%
Gas	73.5	68.1	7.9%	337.8	287.8	17.4%
KITCHEN CLEAN UP - TOTAL	705.9	652.2	8.2%	2,957.8	2,665.1	11.0%
DISPOSERS	351.6	300.5	17.0%	1,533.0	1,370.5	11.9%
DISHWASHERS - TOTAL	337.0	336.7	0.1%	1,348.0	1,237.7	8.9%
Built-In	318.4	319.7	-0.4%	1,263.5	1,159.2	9.0%
Portable	18.6	17.0	9.4%	84.4	78.5	7.5%
COMPACTORS	17.3	15.0	15.3%	76.8	56.8	35.2%
FOOD PRESERVATION - TOTAL	628.1	648.1	-3.1%	2,351.6	2,170.0	8.4%
REFRIGERATORS	531.3	549.4	-3.3%	1,983.2	1,823.9	8.7%
FREEZERS - TOTAL	96.8	98.7	-1.9%	368.4	346.1	6.4%
Chest	51.2	53.2	-3.8%	202.5	186.6	8.5%
Upright	45.6	45.5	0.2%	165.9	159.5	4.0%
HOME COMFORT - TOTAL	667.6	555.3	20.2%	1,812.2	1,415.9	28.0%
ROOM AIR CONDITIONERS	542.4	456.3	18.9%	1,508.8	1,185.3	27.3%
DEHUMIDIFIERS	125.2	98.9	26.6%	303.4	230.6	31.6%
GAS RANGES***	157.2	146.5	7.3%	681.2	611.1	11.5%

* Numbers do not add because of overlapping product categories.
** Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.
*** Source: GAMA. Not included in cooking total or total shipments.

AHAM

NEWS RELEASE

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

Contact: Marian Stamos
312/984-5816

SECOND BEST MAY

FOR MAJOR HOME APPLIANCES

CHICAGO -- The major appliance industry shipped over 3.9 million units in May for a fractional increase of 0.9% over the May 1986 level, reports the Association of Home Appliance Manufacturers (AHAM).

A strong rebound in seasonal home comfort appliances contributed to the increase over last year. May shipments of room air conditioners (654,700 units) increased by 45%, and dehumidifiers (113,900 units) by 34%.

Several other products showed noteworthy strength in spite of less dramatic percentage increases. It was the best May ever for electric dryers (254,300 units), the second best May for gas dryers (68,800 units) and the best May since 1973 for refrigerators (588,900 units).

Microwave oven shipments (807,300 units) were down 23.2% for the month, indicating a leveling off of consumer demand due to the increasingly saturated market. According to industry estimates, the percentage of U.S. households owning at least one microwave oven will exceed 70% by year-end.

Year-to-date shipments surpassed the same period of last year by over 1.5 million units for an 8.5% increase.

Especially strong year-to-date gains were recorded for: room air conditioners, up 32.8%; dehumidifiers, up 32.3%; compactors, up 25.5%; dryers, up 13.4%; and disposers, up 11.4%.

The latest forecast for 1987 calls for industry shipments of 45.4 million units, a gain of less than 0.9% over the 1986 record.

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS, THOUSANDS OF UNITS
(Domestic Plus Export)
May, 1987

	MAY			CALENDAR YEAR TO DATE		
	1987	1986	% Change	1987	1986	% Change
ALL MAJOR APPLIANCES*	3,946.6	3,910.3	0.9%	19,458.8	17,934.8	8.5%
COOKING - TOTAL	1,051.6	1,294.0	-18.7%	5,973.9	6,000.8	-0.4%
ELECTRIC RANGES - TOTAL	256.0	257.4	-0.5%	1,344.8	1,283.3	4.8%
Free Standing	206.7	213.1	-3.0%	1,083.4	1,051.9	3.0%
Built-In	49.4	44.3	11.5%	261.4	231.4	13.0%
MICROWAVE OVENS/RANGES**	807.3	1,051.0	-23.2%	4,696.8	4,791.7	-2.0%
HOME LAUNDRY - TOTAL	774.8	767.9	0.9%	4,228.6	3,834.6	10.3%
AUTOMATIC WASHERS	451.7	459.0	-1.6%	2,376.6	2,201.5	8.0%
DRYERS - TOTAL	323.1	308.9	4.6%	1,852.0	1,633.1	13.4%
Electric	254.3	243.6	4.4%	1,445.4	1,280.1	12.9%
Gas	68.8	65.2	5.5%	406.7	353.0	15.2%
KITCHEN CLEAN UP - TOTAL	656.9	636.1	3.3%	3,615.0	3,301.1	9.5%
DISPOSERS	347.1	317.9	9.2%	1,880.5	1,688.5	11.4%
DISHWASHERS - TOTAL	293.9	301.1	-2.4%	1,641.9	1,538.9	6.7%
Built-In	276.9	283.8	-2.4%	1,540.5	1,443.0	6.8%
Portable	17.0	17.3	-1.7%	101.4	95.9	5.7%
COMPACTORS	15.9	17.0	-6.5%	92.6	73.8	25.5%
FOOD PRESERVATION - TOTAL	694.7	675.9	2.8%	3,050.0	2,846.0	7.2%
REFRIGERATORS	588.9	569.7	3.4%	2,575.8	2,393.6	7.6%
FREEZERS - TOTAL	105.8	106.3	-0.5%	474.2	452.4	4.8%
Chest	62.0	58.6	5.8%	264.6	245.2	7.9%
Upright	43.7	47.7	-8.4%	209.6	207.2	1.2%
HOME COMFORT - TOTAL	768.6	536.4	43.3%	2,591.4	1,952.3	32.7%
ROOM AIR CONDITIONERS	654.7	451.4	45.0%	2,174.1	1,636.7	32.8%
DEHUMIDIFIERS	113.9	85.0	34.0%	417.3	315.5	32.3%
GAS RANGES***	163.7	152.4	7.4%	844.7	763.5	10.6%

* Numbers do not add because of overlapping product categories.
** Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.
*** Source: GAMA. Not included in cooking total or total shipments.

AHAM
NEWS RELEASE
A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

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JUNE MARKS RECORD MONTH, QUARTER AND HALF-YEAR FOR MAJOR HOME APPLIANCES

CHICAGO -- The major appliance industry shipped 4.8 million units in June, 12.8 million in the second quarter and 24.3 million in the first half of 1987, establishing new industry records for these periods, reports the Association of Home Appliance Manufacturers (AHAM).

June shipments of 4.8 million units also established a new record month, surpassing the previous monthly record by over half a million units.

Monthly shipments increased by more than 700,000 units over the same period one year ago, and year-to-date shipments gained over 2.2 million units for increases of 17.2% and 10.1%, respectively.

The Association issued a slight caution, however, concerning these latest statistics. Comparison of 1987 figures to those of 1986 are somewhat skewed because some companies included more business days as June business this year than in 1986. This inflated the monthly, quarterly and half-year figures to some degree.

Prevailing hot, humid conditions created a strong demand in home comfort appliances, which accounted for over one-third of June's shipment gain. Compared to year-ago levels, June shipments of seasonal appliances -- room air conditioners (655,700 units) and dehumidifiers (118,100 units) -- increased by 50.7%.

(MORE)

Record-high monthly levels of refrigerators (820,700 units) and automatic washers (602,100 units) accounted for another third of June's shipment gain.

June shipments were also strong for four appliances which set new June records: microwave ovens (over one million units), dishwashers (369,200 units), electric dryers (330,800 units) and gas dryers (95,300 units).

Microwave ovens, long the leader in major appliance sales growth, are beginning to level off as the percentage of U.S. households owning the appliance reaches high saturation levels. Approximately two-thirds of all homes currently have at least one microwave oven.

Year-to-date figures are exceeding industry expectations for 1987 shipments, which, according to the latest forecast, are expected to surpass the 1986 record and reach 45.6 million units.

# # #

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS, THOUSANDS OF UNITS
(Domestic Plus Export)
June, 1987

	JUNE			CALENDAR YEAR TO DATE			CALENDAR QUARTER		
	1987	1986	% Change	1987	1986	% Change	1987	1986	% Change
ALL MAJOR APPLIANCES*	4,797.4	4,092.1	17.2%	24,261.6	22,026.8	10.1%	12,756.5	11,761.4	8.5%
COOKING - TOTAL	1,294.3	1,187.5	9.0%	7,268.1	7,188.3	1.1%	3,534.8	3,612.4	-2.1%
ELECTRIC RANGES - TOTAL	289.1	300.9	-3.9%	1,633.9	1,584.2	3.1%	826.2	825.2	0.1%
Free Standing	229.1	247.2	-7.3%	1,312.5	1,299.1	1.0%	664.2	678.7	-2.1%
Built-In	60.0	53.7	11.7%	321.4	285.1	12.7%	162.0	146.4	10.7%
MICROWAVE OVENS/RANGES**	1,020.6	902.9	13.0%	5,717.5	5,694.6	0.4%	2,749.4	2,833.2	-3.0%
HOME LAUNDRY - TOTAL	1,028.2	817.1	25.8%	5,256.9	4,651.7	13.0%	2,603.6	2,356.6	10.5%
AUTOMATIC WASHERS	602.1	493.5	22.0%	2,978.7	2,694.9	10.5%	1,516.1	1,398.7	8.4%
DRYERS - TOTAL	426.1	323.6	31.7%	2,278.2	1,956.7	16.4%	1,087.5	957.9	13.5%
Electric	330.8	254.8	29.8%	1,776.2	1,534.9	15.7%	849.9	755.7	12.5%
Gas	95.3	68.8	38.5%	502.0	421.8	19.0%	237.6	202.2	17.5%
KITCHEN CLEAN UP - TOTAL	744.6	742.9	0.2%	4,359.8	4,044.0	7.8%	2,108.5	2,031.1	3.8%
DISPOSERS	356.1	410.1	-13.2%	2,236.9	2,098.6	6.6%	1,055.5	1,028.6	2.6%
DISHWASHERS - TOTAL	369.2	317.1	16.4%	2,011.1	1,856.0	8.4%	1,000.6	954.9	4.8%
Built-In	347.3	299.0	16.2%	1,887.8	1,742.0	8.4%	943.1	902.5	4.5%
Portable	21.9	18.1	21.0%	123.3	114.0	8.2%	57.5	52.4	9.7%
COMPACTORS	19.3	15.7	22.9%	111.9	89.4	25.2%	52.4	47.6	10.1%
FOOD PRESERVATION - TOTAL	956.6	831.1	15.1%	4,006.6	3,677.1	9.0%	2,284.0	2,155.0	6.0%
REFRIGERATORS	820.7	691.5	18.7%	3,396.5	3,085.0	10.1%	1,944.6	1,810.5	7.4%
FREEZERS - TOTAL	136.0	139.7	-2.6%	610.1	592.0	3.1%	339.4	344.5	-1.5%
Chest	77.4	76.2	1.6%	341.9	321.4	6.4%	191.3	187.8	1.9%
Upright	58.6	63.4	-7.6%	268.2	270.6	-0.9%	148.1	156.8	-5.5%
HOME COMFORT - TOTAL	773.8	513.5	50.7%	3,370.1	2,465.7	36.7%	2,225.6	1,606.3	38.6%
ROOM AIR CONDITIONERS	655.7	426.9	53.6%	2,829.8	2,063.7	37.1%	1,863.4	1,335.9	39.5%
DEHUMIDIFIERS	118.1	86.5	36.5%	540.4	402.1	34.4%	362.2	270.4	33.9%
GAS RANGES***	178.6	181.0	-1.3%	1,017.6	944.5	7.7%	493.5	479.9	2.8%

* Numbers do not add because of overlapping product categories.
** Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.
*** Source: GAMA. Not included in cooking total or total shipments.

ASSOCIATION OF HOME APPLIANCE MANUFACTURERS
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GAMA

TRENDS AND FORECASTS
FACTORY UNIT SHIPMENTS (DOMESTIC + EXPORT) OF MAJOR APPLIANCES*

PRODUCT	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987**	1988**
Cooking - Total	5,003	5,497	5,555	5,917	6,509	5,935	8,478	11,985	13,821	15,578	15,534	14,611
ELECTRIC RANGES - TOTAL	3,011	3,217	3,000	2,530	2,328	2,036	2,754	3,074	3,142	3,318	3,336	3,271
Free Standing	2,194	2,336	2,244	1,975	1,829	1,619	2,190	2,496	2,568	2,721	2,732	2,674
Built-In	817	881	756	555	498	417	563	577	574	598	604	597
MICROWAVE OVEN/RANGES	2,157	2,501	2,807	3,608	4,422	4,071	5,933	9,132	10,883	12,444	12,379	11,517
Home Laundry - Total	8,486	8,659	8,516	7,727	7,342	6,746	7,910	8,733	9,192	10,009	10,164	9,961
WASHERS - TOTAL	4,933	5,038	4,965	4,550	4,365	4,019	4,616	5,049	5,279	5,765	5,830	5,678
Automatic	4,739	4,838	4,779	4,426	4,277	3,955	4,546	5,049	5,279	5,765	5,830	5,678
Wringer & Other	194	200	186	124	88	64	69	NA	NA	NA	NA	NA
DRYERS - TOTAL	3,553	3,621	3,551	3,177	2,977	2,727	3,294	3,684	3,914	4,245	4,334	4,283
Electric	2,817	2,865	2,783	2,494	2,337	2,143	2,622	2,931	3,080	3,309	3,379	3,339
Gas	736	757	768	682	640	584	672	754	834	936	955	944
Kitchen Clean Up - Total	6,574	7,169	7,098	5,935	5,854	5,098	6,822	7,758	7,858	8,381	8,507	8,444
DISPOSERS	2,941	3,312	3,317	2,962	3,179	2,780	3,544	4,085	4,105	4,269	4,314	4,261
DISHWASHERS - TOTAL	3,356	3,557	3,488	2,738	2,484	2,170	3,121	3,491	3,575	3,918	3,990	3,975
Built-In	2,705	2,971	2,984	2,354	2,193	1,956	2,859	3,245	3,327	3,663	3,735	3,720
Portable	651	586	504	384	291	214	262	246	248	255	255	255
COMPACTORS	277	300	293	235	191	148	157	182	177	194	203	208
Food Preservation - Total	7,305	7,411	7,642	6,875	6,549	5,704	6,818	7,275	7,316	7,733	7,714	7,758
REFRIGERATORS#	5,707	5,890	5,701	5,124	4,944	4,364	5,477	5,994	6,081	6,510	6,482	6,534
FREEZERS - TOTAL	1,598	1,521	1,941	1,751	1,605	1,340	1,341	1,281	1,236	1,222	1,232	1,224
Chest	852	835	1,039	963	889	726	702	650	634	661	665	662
Upright	746	686	902	789	717	614	639	631	602	561	567	562
Home Comfort - Total	3,589	4,479	4,434	3,876	4,229	3,201	2,439	3,694	3,610	3,371	3,679	3,640
ROOM AIR CONDITIONERS	3,270	4,037	3,749	3,203	3,693	2,761	2,002	3,103	3,022	2,816	3,109	3,063
DEHUMIDIFIERS	319	442	685	673	536	440	437	591	588	555	570	577
All Major Appliances	30,957	33,215	33,244	30,330	30,482	26,683	32,466	39,444	41,797	45,072	45,598	44,414
Gas Ranges##	1,746	1,794	1,799	1,539	1,496	1,368	1,573	1,732	1,828	1,966	NA	NA

* 000 Omitted
** Forecasts as of June, 1987
# Includes units of 6.5 cu. ft. and over
Source: GAMA, not included in cooking total or total shipments

Total industry shipments may not add due to rounding and overlapping categories

7/17/87

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AHAM

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Contact: Marian Stamos
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RECORD JULY

FOR MAJOR HOME APPLIANCES

CHICAGO -- The major appliance industry shipped over 4 million units in July for a fractional increase of 0.7% over the July 1986 level, reports the Association of Home Appliance Manufacturers (AHAM).

From January through July, 28.3 million appliances were shipped, 8.7% more than during the first seven months of last year -- the industry's best year.

If shipments for the remaining five months simply equal last year's 19 million units, the industry will surpass the latest forecast of 45.6 million units for 1987 by 1.7 million units and set a new annual record.

Fueling the drive to a new 1987 record are year-to-date shipment gains ranging from a fractional increase to increases as high as 24.5% for compactors, 31.0% for room air conditioners, and 33.0% for dehumidifiers. Only freezer shipments lagged behind last year's seven-month total.

Four products in particular -- microwave ovens (913,000 units), refrigerators (731,800 units), dryers (362,900 units) and disposers (342,900 units) -- contributed to the excellent monthly shipments by registering new July records.

The Association issued a statement concerning July's statistics. Comparison of July figures to one year earlier are skewed downward somewhat

(MORE)

because shipments during the first few days of the month were counted as June business activity by some companies. This deflated July's figures to an unknown degree.

On a consolidated basis, a comparison of June and July 1987 to the same months in 1986 shows a 9.0% increase.

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS, THOUSANDS OF UNITS

(Domestic Plus Export)

July, 1987

	JULY			CALENDAR YEAR TO DATE		
	1987	1986	% Change	1987	1986	% Change
ALL MAJOR APPLIANCES*	**4,012.4**	**3,986.3**	**0.7%**	**28,279.5**	**26,016.9**	**8.7%**
COOKING - TOTAL	**1,182.8**	**1,158.5**	**2.1%**	**8,451.6**	**8,346.8**	**1.3%**
ELECTRIC RANGES - TOTAL	286.0	282.9	1.1%	1,920.5	1,867.1	2.9%
Free Standing	233.0	231.4	0.7%	1,546.2	1,530.5	1.0%
Built-In	52.9	51.5	2.7%	374.3	336.6	11.2%
MICROWAVE OVENS/RANGES**	913.0	891.7	2.4%	6,630.4	6,586.3	0.7%
HOME LAUNDRY - TOTAL	**846.9**	**879.3**	**-3.7%**	**6,103.8**	**5,530.9**	**10.4%**
AUTOMATIC WASHERS	484.0	521.1	-7.1%	3,462.7	3,216.0	7.7%
DRYERS - TOTAL	362.9	358.2	1.3%	2,641.1	2,314.9	14.1%
Electric	281.1	280.9	0.1%	2,057.3	1,815.8	13.3%
Gas	81.8	77.3	5.8%	583.8	499.1	17.0%
KITCHEN CLEAN UP - TOTAL	**681.1**	**633.1**	**7.6%**	**5,041.6**	**4,677.2**	**7.8%**
DISPOSERS	342.9	296.3	15.7%	2,580.7	2,394.9	7.8%
DISHWASHERS - TOTAL	321.6	323.1	-0.5%	2,332.4	2,179.1	7.0%
Built-In	305.8	304.6	0.4%	2,193.6	2,046.6	7.2%
Portable	15.7	18.4	-14.7%	138.8	132.4	4.8%
COMPACTORS	16.6	13.7	21.2%	128.5	103.2	24.5%
FOOD PRESERVATION - TOTAL	**869.1**	**888.2**	**-2.2%**	**4,879.9**	**4,565.4**	**6.9%**
REFRIGERATORS	731.8	729.6	0.3%	4,132.3	3,814.7	8.3%
FREEZERS - TOTAL	137.2	158.6	-13.5%	747.6	750.7	-0.4%
Chest	73.7	84.8	-13.1%	415.6	406.2	2.3%
Upright	63.6	73.8	-13.8%	332.0	344.5	-3.6%
HOME COMFORT - TOTAL	**432.5**	**427.2**	**1.2%**	**3,802.6**	**2,896.6**	**31.3%**
ROOM AIR CONDITIONERS	350.5	361.4	-3.0%	3,180.3	2,428.6	31.0%
DEHUMIDIFIERS	82.0	65.8	24.6%	622.4	467.9	33.0%
GAS RANGES***	141.3	129.6	9.0%	1,163.4	1,074.1	8.3%

* Numbers do not add because of overlapping product categories.
** Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.
*** Source: GAMA. Not included in cooking total or total shipments.

9/21/87 A3350-1

AHAM

NEWS RELEASE

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

Contact: Marian Stamos
312/984-5816

RECORD AUGUST

FOR MAJOR HOME APPLIANCES

CHICAGO -- The major appliance industry shipped over 3.9 million units in August, establishing a new record for the month, reports the Association of Home Appliance Manufacturers (AHAM).

Monthly shipments increased by almost 200,000 units over August 1986, and year-to-date shipments gained almost 2.5 million units for increases of 5.3% and 8.3% respectively.

If shipments for the remaining four months simply equal last year's 15.3 million units, the industry will surpass the latest forecast of 46.3 million units for 1987 by 1.2 million units and set a new annual record -- the fourth consecutive annual record in recent history.

Fueling the drive to a new industry record are year-to-date shipment gains ranging from 1.4% to 34.5%. Only microwave ovens lag behind last year's eight-month total reflecting the anticipated leveling off of consumer demand.

According to industry estimates, the percentage of U.S. households owning at least one microwave oven will exceed 70% by year-end.

The high level of August shipments for several products offset decreases for microwave ovens (down 6.5%) and products in the kitchen cleanup category (down 1.7%).

Hot, humid conditions in many parts of the country triggered an

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increase of 120.5% in shipments of room air conditioners (195,800 units) resulting in the largest August shipments ever. 1987 has the potential to be the best year for room air conditioners since 1978.

Several other products showed noteworthy strength during the month in spite of less dramatic percentage increases.

It was the best August ever for washers (519,700 units), the second-best August for refrigerators (700,500 units), and the best August in 14 years for electric and gas dryers (294,400 and 87,000 units respectively).

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS, THOUSANDS OF UNITS
(Domestic Plus Export)
August, 1987

	AUGUST			CALENDAR YEAR TO DATE		
	1987	1986	% Change	1987	1986	% Change
ALL MAJOR APPLIANCES*	3,934.0	3,734.4	5.3%	32,223.4	29,751.2	8.3%
COOKING - TOTAL	1,249.4	1,302.8	-4.1%	9,701.0	9,649.7	0.5%
ELECTRIC RANGES - TOTAL	289.7	271.0	6.9%	2,210.2	2,138.0	3.4%
Free Standing	232.5	224.4	3.6%	1,778.6	1,754.9	1.4%
Built-In	57.2	46.5	23.0%	431.5	383.1	12.6%
MICROWAVE OVENS/RANGES**	977.5	1,045.5	-6.5%	7,607.9	7,631.8	-0.3%
HOME LAUNDRY - TOTAL	901.1	856.1	5.3%	7,004.8	6,387.0	9.7%
AUTOMATIC WASHERS	519.7	500.1	3.9%	3,982.3	3,716.1	7.2%
DRYERS - TOTAL	381.4	356.0	7.1%	3,022.5	2,670.9	13.2%
Electric	294.4	276.8	6.4%	2,351.7	2,092.6	12.4%
Gas	87.0	79.2	9.8%	670.8	578.3	16.0%
KITCHEN CLEAN UP - TOTAL	708.8	721.0	-1.7%	5,751.1	5,398.2	6.5%
DISPOSERS*	357.3	363.9	-1.8%	2,938.6	2,758.8	6.5%
DISHWASHERS - TOTAL	335.4	339.2	-1.1%	2,667.8	2,518.3	5.9%
Built-In	314.2	315.9	-0.5%	2,507.8	2,362.6	6.1%
Portable	21.3	23.3	-8.6%	160.1	155.7	2.8%
COMPACTORS*	16.1	17.9	-10.1%	144.6	121.1	19.4%
FOOD PRESERVATION - TOTAL	838.1	727.1	15.3%	5,718.0	5,292.5	8.0%
REFRIGERATORS	700.5	605.0	15.8%	4,832.8	4,419.7	9.3%
FREEZERS - TOTAL	137.6	122.0	12.8%	885.2	872.8	1.4%
Chest	73.1	63.2	15.7%	488.7	469.4	4.1%
Upright	64.5	58.9	9.5%	396.5	403.4	-1.7%
HOME COMFORT - TOTAL	236.7	127.4	85.8%	4,048.5	3,023.9	33.9%
ROOM AIR CONDITIONERS	195.8	88.8	120.5%	3,385.0	2,517.4	34.5%
DEHUMIDIFIERS*	40.9	38.6	6.0%	663.6	506.5	31.0%
GAS RANGES**	152.8	155.8	-1.9%	1,329.3	1,208.7	10.0%

* Numbers do not add because of overlapping product categories.
** Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.
* Current month figures are preliminary.
** Source: GAMA. Not included in cooking total or total shipments. Current month figures are preliminary.

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TRENDS AND FORECASTS
FACTORY UNIT SHIPMENTS (DOMESTIC + EXPORT) OF MAJOR APPLIANCES*

PRODUCT	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987**	1988**
Cooking - Total	5,003	5,497	5,555	5,917	6,509	5,935	8,478	11,985	13,821	15,578	15,350	15,007
ELECTRIC RANGES - TOTAL	3,011	3,217	3,000	2,530	2,328	2,036	2,754	3,074	3,142	3,318	3,350	3,307
Free Standing	2,194	2,336	2,244	1,975	1,829	1,619	2,190	2,496	2,568	2,721	2,731	2,689
Built-In	817	881	756	555	498	417	563	577	574	598	620	618
MICROWAVE OVEN/RANGES	2,157	2,501	2,807	3,608	4,422	4,071	5,933	9,132	10,883	12,444	12,181	11,873
Home Laundry - Total	8,486	8,659	8,516	7,727	7,342	6,746	7,910	8,733	9,192	10,009	10,468	10,298
WASHERS - TOTAL	4,933	5,038	4,965	4,550	4,365	4,019	4,616	5,049	5,279	5,765	5,930	5,820
Automatic	4,739	4,838	4,779	4,426	4,277	3,955	4,546	5,049	5,279	5,765	5,930	5,820
Wringer & Other	194	200	186	124	88	64	69	NA	NA	NA	NA	NA
DRYERS - TOTAL	3,553	3,621	3,551	3,177	2,977	2,727	3,294	3,684	3,914	4,245	4,538	4,478
Electric	2,817	2,865	2,783	2,494	2,337	2,143	2,622	2,931	3,080	3,309	3,528	3,494
Gas	736	757	768	682	640	584	672	754	834	936	1,010	984
Kitchen Clean Up - Total	6,574	7,169	7,098	5,935	5,854	5,098	6,822	7,758	7,858	8,381	8,572	8,450
DISPOSERS	2,941	3,312	3,317	2,962	3,179	2,780	3,544	4,085	4,105	4,269	4,348	4,304
DISHWASHERS - TOTAL	3,356	3,557	3,488	2,738	2,484	2,170	3,121	3,491	3,575	3,918	4,009	3,934
Built-In	2,705	2,971	2,984	2,354	2,193	1,956	2,859	3,245	3,327	3,663	3,751	3,679
Portable	651	586	504	384	291	214	262	246	248	255	258	255
COMPACTORS	277	300	293	235	191	148	157	182	177	194	215	212
Food Preservation - Total	7,305	7,411	7,642	6,875	6,549	5,704	6,818	7,275	7,316	7,733	7,930	7,805
REFRIGERATORS#	5,707	5,890	5,701	5,124	4,944	4,364	5,477	5,994	6,081	6,510	6,703	6,585
FREEZERS - TOTAL	1,598	1,521	1,941	1,751	1,605	1,340	1,341	1,281	1,236	1,222	1,227	1,220
Chest	852	835	1,039	963	889	726	702	650	634	661	665	663
Upright	746	686	902	789	717	614	639	631	602	561	562	557
Home Comfort - Total	3,589	4,479	4,434	3,876	4,229	3,201	2,439	3,694	3,610	3,371	3,960	3,703
ROOM AIR CONDITIONERS	3,270	4,037	3,749	3,203	3,693	2,761	2,002	3,103	3,022	2,816	3,360	3,113
DEHUMIDIFIERS	319	442	685	673	536	440	437	591	588	555	600	590
All Major Appliances	30,957	33,215	33,244	30,330	30,482	26,683	32,466	39,444	41,797	45,072	46,280	45,262
Gas Ranges##	1,746	1,794	1,799	1,539	1,496	1,368	1,573	1,732	1,828	1,966	NA	NA

* 000 Omitted
** Forecasts as of August, 1987
\# Includes units of 6.5 cu. ft. and over
Source: GAMA, not included in cooking total or total shipments

Total industry shipments may not add due to rounding and overlapping categories

9/16/87

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AHAM

NEWS RELEASE

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE
October 19, 1987

Contact: Marian Stamos
312/984-5816

BEST SEPTEMBER AND THIRD QUARTER FOR MAJOR HOME APPLIANCES

CHICAGO -- Over 4.2 million major home appliances were shipped in September and 12.1 million in the third quarter, establishing new shipment records for both periods, reports the Association of Home Appliance Manufacturers (AHAM).

September's record shipments were 3.6% higher than the previous September and the third largest shipment in history.

Total third-quarter shipments were 2.7% higher than the same 1986 period and second only to the all-time record quarter preceding it.

"Record first-, second-, and third-quarter shipments virtually assure a new annual record," comments AHAM President Robert Holding.

Fourth-quarter shipments of just 9 million units are needed to surpass 1986's record of 45 million units and establish a new annual record, the fourth consecutive such record for the industry in recent history.

Most products contributed to the excellent September, with three -- microwave ovens (nearly 1.3 million units), refrigerators (619,300 units), and automatic washers (595,800 units) -- establishing shipment records for the month.

In quarterly shipments, home comfort appliances (792,700 units)

(MORE)

accounted for both the largest unit gain and the largest shipment increase (up 20.9%).

Shipments for the first nine months of the year surpassed 36.3 million units for a 7.6% gain over last year's same period.

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS, THOUSANDS OF UNITS
(Domestic Plus Export)
September, 1987

	SEPTEMBER			CALENDAR YEAR TO DATE			CALENDAR QUARTER		
	1987	1986	% Change	1987	1986	% Change	1987	1986	% Change
ALL MAJOR APPLIANCES*	4,207.0	4,060.6	3.6%	36,367.2	33,811.9	7.6%	12,104.3	11,785.0	2.7%
COOKING - TOTAL	1,546.3	1,509.5	2.4%	11,182.3	11,159.2	0.2%	3,914.2	3,970.9	-1.4%
ELECTRIC RANGES - TOTAL	288.8	294.4	-1.9%	2,499.0	2,432.4	2.7%	865.1	848.3	2.0%
Free Standing	233.5	245.2	-4.8%	2,012.1	2,000.2	0.6%	699.6	701.1	-0.2%
Built-In	55.3	49.2	12.4%	486.9	432.3	12.6%	165.5	147.2	12.4%
MICROWAVE OVENS/RANGES**	1,277.1	1,231.0	3.7%	8,820.0	8,862.8	-0.5%	3,102.6	3,168.2	-2.1%
HOME LAUNDRY - TOTAL	1,046.2	961.8	8.8%	8,051.1	7,348.9	9.6%	2,794.2	2,697.2	3.6%
AUTOMATIC WASHERS	595.8	553.9	7.6%	4,578.2	4,270.0	7.2%	1,599.5	1,575.1	1.5%
DRYERS - TOTAL	450.4	407.9	10.4%	3,472.9	3,078.8	12.8%	1,194.7	1,122.1	6.5%
Electric	346.4	318.7	8.7%	2,698.1	2,411.2	11.9%	922.0	876.3	5.2%
Gas	104.0	89.2	16.6%	774.7	667.6	16.0%	272.8	245.8	11.0%
KITCHEN CLEAN UP - TOTAL	772.5	784.6	-1.5%	6,524.0	6,182.8	5.5%	2,163.2	2,138.7	1.1%
DISPOSERS•	409.4	421.0	-2.8%	3,348.5	3,179.9	5.3%	1,110.7	1,081.2	2.7%
DISHWASHERS - TOTAL	342.0	345.8	-1.1%	3,009.8	2,864.1	5.1%	998.7	1,008.1	-0.9%
Built-In	318.2	324.9	-2.1%	2,825.9	2,687.5	5.1%	938.2	945.4	-0.8%
Portable	23.8	20.9	13.9%	183.9	176.6	4.1%	60.6	62.7	-3.3%
COMPACTORS•	21.1	17.7	19.2%	165.7	138.8	19.4%	53.8	49.4	8.9%
FOOD PRESERVATION - TOTAL	728.7	707.5	3.0%	6,446.7	5,999.9	7.4%	2,440.1	2,322.9	5.0%
REFRIGERATORS	619.3	597.0	3.7%	5,452.1	5,016.7	8.7%	2,055.7	1,931.7	6.4%
FREEZERS - TOTAL	109.4	110.5	-1.0%	994.6	983.2	1.2%	384.4	391.2	-1.7%
Chest	57.7	58.9	-2.0%	546.4	528.3	3.4%	204.4	206.8	-1.2%
Upright	51.7	51.6	0.2%	448.2	454.9	-1.5%	180.0	184.3	-2.3%
HOME COMFORT - TOTAL	113.3	97.2	16.6%	4,163.2	3,121.1	33.4%	792.7	655.4	20.9%
ROOM AIR CONDITIONERS	92.8	89.2	4.0%	3,477.7	2,606.6	33.4%	648.0	542.9	19.4%
DEHUMIDIFIERS•	20.5	8.0	156.3%	685.4	514.5	33.2%	144.7	112.4	28.7%
GAS RANGES••	185.2	189.2	-2.1%	1,519.1	1,397.9	8.7%	500.8	472.4	6.0%

* Numbers do not add because of overlapping product categories.
** Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.
• Current month figures are preliminary.
•• Source: GAMA. Not included in cooking total or total shipments. Current month figures are preliminary.